



SIERRA CLUB
2020 SUSTAINER INVITE CAMPAIGN – WEB ACTIVISTS
SCWGs070

GOALS:

Sustainer Rate:	3%
Average Sustainer:	\$15
One-time Pledge Rate:	12%
One-time Average Gift:	\$30
One-time CC%:	35%

CONTACT INFORMATION:

Sierra Club National Headquarters
2101 Webster St., Suite 1300
Oakland, CA 94612
USA
Phone: 415-977-5500

General information: information@sierraclub.org

Membership questions: membership.services@sierraclub.org

NOTES:

During this campaign, you will be calling individuals that have signed online petitions relating to pro-environment causes that Sierra Club supports. Many of these individuals have not contributed to the Sierra Club before.

Minimum Sustainer = \$10/month

*You may take as low as \$5/month if the supporter asks for that amount. Do NOT pitch \$5/month as there is NO bonus for it.

NOTE: PLEASE REFER TO SIERRA CLUB'S EFFORTS AGAINST THE TRUMP ADMINISTRATION (NOT JUST TRUMP PERSONALLY).

Please remember: although the Sierra Club participates in political lobbying, **it is a non-partisan group.**

Mandatory: Before ending each call, you must read the federal disclosure language provided for you in the script AND you must end all calls on a positive note by using the **Formal Thank You Language:** ***"Before I let you go, the Sierra Club wants to thank you. If you have any questions, please don't hesitate to contact us. Thank you so much. Take care."***



SECTION ONE: INTRODUCTION AND PRESENTATION

Hello, may I please speak with Mr./Ms. _____ [first & last name]? Hi, I'm calling on behalf of the Sierra Club and I promise to keep it brief. My name is _____ [first & last name] with SD&A and this call is being recorded. Thank you so much for your support as a web activist. In these unprecedented times, please know that your health and well-being are on the minds of the entire Sierra Club community. We truly believe that we are a movement united by a common bond, and that we are in this together.

Presentation and First Ask

I'm calling today to share some good news with you: three major U.S. banks have said they will NOT invest in oil and gas projects in the Arctic National Wildlife Refuge—all thanks to pressure from Sierra Club members and activists working alongside our Indigenous partners in Alaska! This is a major victory that shows how much we can accomplish when we join together to fight for our shared values, but the truth is, our work to protect our planet is far from over, and that's why we're asking supporters like you to take your activism to the next level today by joining the Wilderness Guardians, the most effective program the Sierra Club has. Guardians are the backbone of the Sierra Club, providing the consistent monthly support we need to fight back against EVERY single attack on our environment. Would you consider joining our Wilderness Guardians with a small gift of **\$(FIRST ASK)** a month?

Second Ask

I understand. It's not about the amount of your gift, but the amount of support we can rally to accomplish our shared goals. We persuaded Goldman Sachs, JPMorgan Chase, and Wells Fargo to rule out investing in Arctic drilling, but three other big U.S. banks — Citibank, Bank of America, and Morgan Stanley — have yet to take action to protect the Arctic from drilling. We can't stop now — there's still too much at stake. We'll keep fighting for as long as it takes, and that's why we need your monthly support. Being able to count on a pool of small donations from environmental advocates like yourself every month enables the Sierra Club to put our effective resources into motion anytime our planet is under attack. Help us win this fight by joining as a Wilderness Guardian, the Sierra Club's most dedicated supporters, with a small monthly gift of only **\$(SECOND ASK)**. Does that work better for you?

One-time Gift Ask

We understand that monthly giving isn't for everyone, but there is another way you can help. These are perilous times we're living in. The climate crisis and the exploitation of our most precious lands are continuing despite the COVID-19 pandemic, and that's why it's so important for our work to continue. Sierra Club needs your support now more than ever before to protect the air we breathe, the water we drink, the lands we love, and the animals that need our support. Can you help with a one-time gift of **\$(ONE-TIME GIFT ASK)**? Every dollar makes a difference. Can you do that?

Mandatory Formal "Thank You"

Thank you for listening to me. Before I let you go, the Sierra Club wants to thank you. If you have any questions, please don't hesitate to contact us. Thank you so much. Take care.



SECTION THREE: CONFIRMATION AND CLOSE

Credit Card Close

Thank you so much, Mr./Ms. _____!

- Will this be on a Visa or MasterCard?
- Which card will you be using?
- Will this be on a credit or debit card?

You can rest assured that we don't share this information with anyone – we keep it 100% confidential. What is your email address, Mr./Ms. _____? Great, thank you.

Resists Credit Card

If donor is hesitant or says “just send something in the mail” respond with:

- We're trying to run a “paperless” campaign to protect the environment. Also, by using a card, we can guarantee you that 88.4% of every dollar you give to the Sierra Club goes to the implementation of conservation programs, rather than costly fees associated with check processing and postage. So, it's like you're giving an *additional* gift. Considering this, which card would you like to use?

If donor is worried about giving credit card number over the phone:

- I understand if you feel uncomfortable giving your card number over the phone. But I can reassure you. I have your membership number, your join date and the last donation you gave. Your membership number is _____. You joined in _____ and you last gave \$_____ on _____. Can we go ahead and put that on your Visa or MasterCard?

If donor insists on sending a check:

- Okay, I'll send you an envelope for your \$_____ contribution. Can we count on you to send it right back?

Confirmation

Okay, Mr./Ms. _____, just to confirm, I have you down for a monthly/one-time gift of \$_____.

I have your home address listed as _____ and your email address as _____. Is this information correct?
(Confirm addresses and make changes directly on lead sheet if necessary.)

MANDATORY Disclosure Language

Before we hang up, the Federal government requires that I provide you with Sierra Club's administrative address as a protection against fraudulent phone solicitors. The address is: **2101 Webster Street, Suite 1300, Oakland, CA 94612.** I'm also required to tell you that I'm a paid, professional fundraiser with SD&A Teleservices, Inc.

And there's more more thing: for income tax purposes, membership dues and contributions to the Sierra Club are NOT tax deductible. They support our effective, citizen-based advocacy and lobbying efforts. Your dues include \$7.50 for your subscription to Sierra magazine and \$1 for your Chapter newsletter.

On behalf of Sierra Club, I'd like to thank you again, Mr./Ms. _____, for:

- joining the Wilderness Guardians Sustainer Program with a recurring monthly gift of \$_____.
- your generous one-time gift of \$_____.

Thank you for taking the time to speak with me. Have a good day/evening!



SECTION FOUR: CAMPAIGN FACTS

A Brief Overview of Sierra Club

America's most effective advocate for the environment

Sierra Club has more than 1.3 million members. Inspired by nature, the club works to protect our communities and the planet. The Club is America's oldest, largest, and most influential grassroots environmental organization. Sierra Club members are committed to leaving our children a living legacy — clean air, clean water, and natural grandeur.



A proud history

The Sierra Club has been instrumental in preserving wilderness, wildlife and nature's most splendid wild places for over 100 years — Yosemite National Park, Grand Canyon National Park, the Florida Everglades, and the Sequoia National Monument to name just a few — helping protect over 150 million acres of wilderness and wildlife habitat.

Taking action where it's needed most

Sierra Club Members have opportunities to get involved with local chapters, which focus on community issues and action. They also have the power to make their collective voice heard through congressional lobbying and grassroots action on a national level.

Making the most out of the membership contributions

88.4 cents of every dollar donated to the Sierra Club goes to the implementation of conservation programs.

SIERRA CLUB MISSION:

1. To explore, enjoy and protect the wild places of the earth.
2. To practice and promote the responsible use of the earth's ecosystems and resources.
3. To educate and enlist humanity to protect and restore the quality of the natural and human environment.
4. To use all lawful means to carry out these objectives.